

# VILLAGE OF GREENVILLE ECONOMIC DEVELOPMENT PROGRAM

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and IEDC. Periodic updates have occurred since 2019.



# DEFINITION OF ECONOMIC DEVELOPMENT

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- The **International Economic Development Council (IEDC)** defines Economic Development as a program, group of policies, or set of activities that seeks to improve the economic well-being and quality of life for a community by creating and/or retaining jobs that facilitate growth and provide a stable tax base.
- See Wikipedia for additional information at [https://en.wikipedia.org/wiki/Economic\\_development](https://en.wikipedia.org/wiki/Economic_development)

# CURRENT TOOLS OF THE TRADE PER IEDC

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- Business Retention and Expansion.
- Attraction and Marketing.
- Strategic Planning.
- Real Estate Development and Reuse.
- Financing.
- Entrepreneurship; Small Business Development.
- Community Development and Redevelopment.
- Workforce Development and Talent.

# CURRENT TOOLS OF THE TRADE CONTINUED

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- Action Item 5c-3 of Greenville's [2040 Comprehensive Plan](#) recommends creating an Economic Development Program modeled after the IEDC; the following slides outline Greenville's Program.

# BUSINESS RETENTION AND EXPANSION

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- Should Do: Put majority of resources towards business retention and expansion in coordination with the recommendations of the [2040 Comprehensive Plan](#).
- Why:
  - We need to understand and take care of existing customers.
  - They have already invested in our community as well as employ our citizens.
  - The 80/20 rule applies; bulk of new jobs are derived from existing businesses.
  - It's easier and less expensive to capture their growth and expansion than it is to attract new customers to the community.
  - If your existing customers aren't happy it is difficult to attract others.
  - They can be your best sales people.
- Will Do: Conduct Business Retention and Expansion Visits to understand how the business climate is, what assistance businesses may need and provide assistance where available.

# ATTRACTION AND MARKETING

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- Should Do: Market and Attract new businesses to Greenville in coordination with the recommendations of the [2040 Comprehensive Plan](#).
- Will Do:
  - Market Greenville through print/electronic media ([Brochure](#)).
  - Actively seek out developers and development opportunities.
  - Develop and Manage an [Available Properties Listing](#).
  - Develop and Manage Tax Increment Finance Districts ([TID 1](#), [TID 2](#)).
  - Create partnerships with local, county, regional, state and federal governmental and non-profit groups.
  - Attraction is very labor intense and expensive – greater focus should be on retention and expansion, but QUALITY OF LIFE AMENITIES are important to attracting businesses and job seekers. Between March 2021-March 2023 staff contacted approximately 700 developers/site selectors/businesses. Since 2018, there have been on average between 50 developers per year that have reached out to Greenville directly regarding development opportunities.

# STRATEGIC/COMPREHENSIVE PLAN

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- Should Do: Have a Strategic/Comprehensive Plan.
- We Do: Have a [Comprehensive Plan](#) and [Strategic Plan](#).
- Will Do: Implement the plans to create an environment that will promote economic prosperity; implementation means implementing all components identified in the plan in a balanced manner.  
**Comprehensive Plan Implementation Accomplishments** – see Annual Reports [2020](#), [2021](#), [2022](#).

# REAL ESTATE DEVELOPMENT AND REUSE

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- Should Do: Work with property owners and developers to develop and redevelop property.
- Will Do:
  - Work with property owners through the Site Plan Review and Development process to create an efficient development approval process.
  - Remove barriers to development through updating development ordinances in coordination with the recommendations of the [2040 Comprehensive Plan](#) (Subdivision Ordinance completed 2019, Zoning Ordinance completed 2020, Comprehensive Rezoning 2021).
  - Work with property owners to identify priority development sites and prepare [development plans](#) and policies in coordination with the recommendations of the [2040 Comprehensive Plan](#).



# FINANCING

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- Should Do: Provide access to financial tools and resources to implement projects.
- Will Do :
  - Develop and manage Tax Increment Finance Districts ([TID 1](#), [TID 2](#)).
  - Provide information or a “[tool box](#)” on Greenville’s website with organizations that provide financial assistance and resources.
  - Develop other financing programs in coordination with the recommendations of the [2040 Comprehensive Plan](#).

# ENTREPRENEURSHIP; SMALL BUSINESS DEVELOPMENT

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- Should Do: Focus our efforts of our existing and future small businesses.
  - Most new jobs won't come from our biggest employers, they will come from our smallest.
  - Over the past couple decades 65% of new jobs have been created by small business.
  - Small business produce more patents per capita than larger firms.
- Will Do:
  - Business Retention and Expansion Program.
  - Provide a resource “[tool box](#)”.
  - Develop other programs in coordination with the recommendations of the [2040 Comprehensive Plan](#).

# COMMUNITY DEVELOPMENT AND REDEVELOPMENT

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- Focus on Community Economic Development which is Placed Based/Sense of Place Economic Development and includes areas such as:
  - Housing
  - Neighborhood Revitalization
  - Asset Building/Financial Empowerment
  - Commercial District Revitalization
  - Benefits Access
  - Arts and Culture
  - Microenterprise Development
  - Education
  - Food Systems
  - Parks and Recreation
- Will Do : Greenville's [2040 Comprehensive Plan](#) focuses on a majority of these items and we will continue to implement the plan based on place based/sense of place economic development.

# WORKFORCE DEVELOPMENT AND TALENT

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- Will Do:
  - Focus efforts on Business Retention and Expansion efforts.
  - Coordination with other economic development partners (Fox Cities Chamber, New North, Fox West Chamber, NEWREP, FCEDP, WEDC, WEDA).
  - Provide a resource “[tool box](#)”.
  - Develop other programs in coordination with the recommendations of the [2040 Comprehensive Plan](#).

# ECONOMIC DEVELOPMENT TAKES TIME

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- Economic Development takes time; it doesn't happen over night.
- It takes time to get the right tools in place and even when you have them and are implementing them to the best of your ability, doesn't mean you will always get what you want when you want it.
- Real estate and development deals can take years to come together and are usually out of the control of the municipality unless it controls the land.
- Most companies have specific site selection criteria that have to be met before they will even consider your community and sometimes there are things a community can't control.
- If you have the opportunity, ask a developer or site selector why they passed you over for a different community. This will help you understand what you may be able to change and what you don't control.
- Staff is bound by confidentiality and may not be able to say much about what is going on behind the scenes. There may be a lot more than the public can see on the surface.

